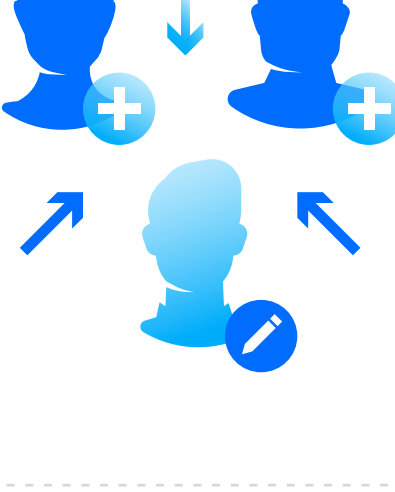


Medical Product UX Design

Collaboration Tips for Designers and Medtech Companies

1. DESIGNERS

Ask detailed questions about the device and its context, and listen carefully to answers and rationales.

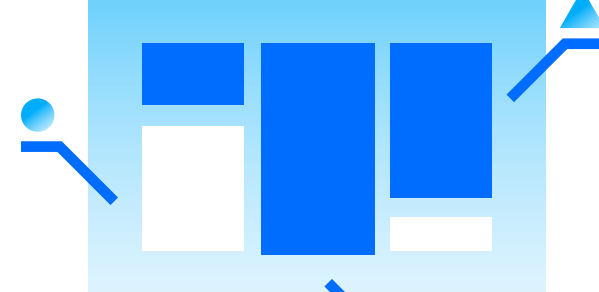


2. DESIGNERS

Meet with clinicians to learn about the problem the product solves and stakeholders' business objectives and desired outcomes.

3. DESIGNERS

Make your work visible with clear drawings and visualization techniques, wireframes, and user journey maps and flows.

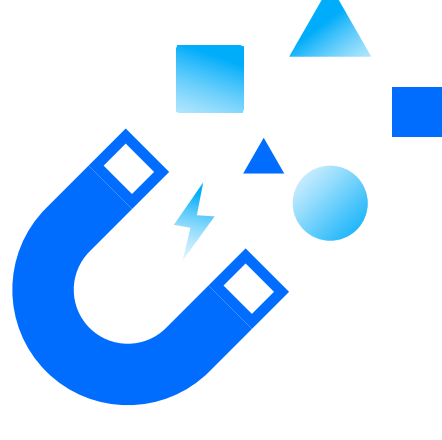
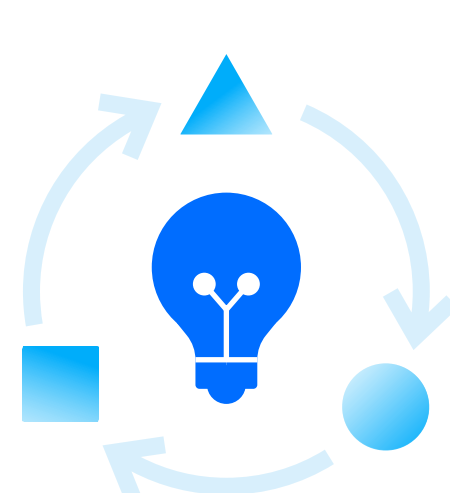


4. DESIGNERS

Don't be intimidated if you receive significant, candid feedback from clinicians or scientists. Continue to be professional and ask questions.

5. DESIGNERS

Be prepared to learn on the job. Keep growing your knowledge about the healthcare industry and clinical environment with each project.

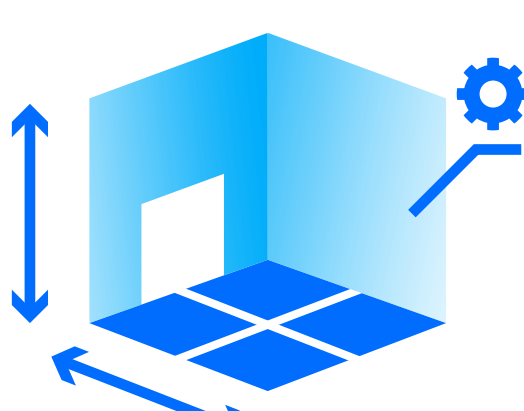


6. DESIGNERS

You likely won't be able to conduct focus groups, user-test ideas, or observe patient appointments yourself. So you may need to get creative with how you gather information about the patient experience.

7. DESIGNERS

Try writing a script for clinicians on how to conduct tests when you can't be present.



8. DESIGNERS

Ask for photos of the environment in which the device will be used (with the patients' faces blurred) so you can see how the clinician will operate it.

1. MEDTECH COMPANIES

Don't wait to engage a designer. Establishing a clear UX design direction from the start of the development process pays dramatic dividends.



2. MEDTECH COMPANIES

When hiring a designer, pay attention to soft skills. Prioritizing these skills can set your project up for success.

3. MEDTECH COMPANIES

Great UX designers know how and when to ask questions. Look for candidates who are skilled at extracting details from technical data and understanding users.

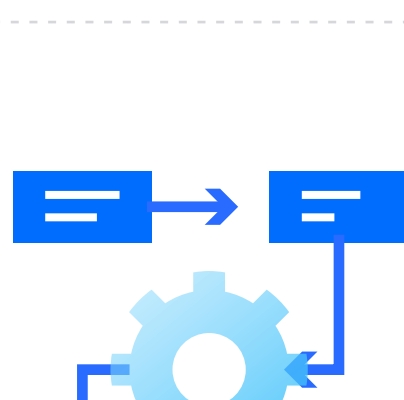


4. MEDTECH COMPANIES

When onboarding a design team, providing them with more than just specs is essential. To create a successful product, they'll need access to user research that reveals the needs, perspectives, and pain points of patients, caregivers, and healthcare workers.

5. MEDTECH COMPANIES

Be prepared to meet and share a description of the medical procedure and its duration, the context of the device's use, usage frequency, and operating conditions.



6. MEDTECH COMPANIES

Design deliverables such as user cases, user flows, and diagrams make business analytics, project management, and collaboration more efficient.